

**INTEGRATED NIELSEN PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk ago	8/6	8/13	8/20	8/27	Diff vs. 4w ago
Philip Morris	41.83	45.50	45.64	46.12	46.54	46.67	46.47	46.31	45.91	46.26	46.49	46.61	0.12	46.38	46.29	46.26	46.31	-0.16
PM Premium-Shr Prem	50.04	54.08	54.16	54.70	55.10	55.31	55.07	55.03	54.68	54.84	55.15	55.45	0.30	54.98	54.86	54.90	55.03	-0.04
PM Discount-Shr Disc	27.88	29.91	28.08	28.25	28.32	28.15	27.67	27.22	27.11	27.48	27.34	26.96	-0.38	27.54	27.56	27.40	27.22	-0.45
PM Brd Disc-Shr Brd	26.63	29.55	29.54	29.60	29.71	29.37	29.22	28.92	28.95	29.16	29.15	28.39	-0.76	29.22	29.28	29.17	28.92	-0.30
PM PL- Shr PL	31.68	30.95	23.47	23.86	23.67	24.00	22.39	21.37	20.81	21.58	21.25	21.90	0.65	21.86	21.69	21.36	21.37	-1.02
Marlboro	22.04	26.63	27.39	27.90	28.46	28.85	29.01	29.05	28.60	28.90	29.30	29.44	0.14	28.92	28.88	28.94	29.05	0.04
Red	8.04	9.79	9.94	10.11	10.02	9.97	10.31	10.42	10.28	10.31	10.55	10.56	0.01	10.32	10.34	10.38	10.42	0.11
Lights NM	9.85	11.70	12.46	12.75	12.72	12.59	12.91	13.08	12.83	13.04	13.13	13.31	0.18	12.93	12.97	12.99	13.08	0.17
Gold	2.01	2.46	2.42	2.45	2.47	2.54	2.54	2.53	2.49	2.51	2.58	2.54	-0.04	2.52	2.50	2.52	2.53	-0.01
Medium	1.37	1.62	1.54	1.55	1.55	1.56	1.61	1.62	1.61	1.61	1.63	1.62	-0.01	1.61	1.61	1.62	1.62	0.01
Menthol	0.59	0.95	0.92	0.93	0.96	0.98	0.99	1.02	0.97	1.00	1.05	1.07	0.02	0.99	0.99	1.01	1.02	0.03
Other PM Premium	9.06	8.30	9.12	9.09	9.06	8.91	8.83	8.76	8.72	8.77	8.71	8.84	0.13	8.82	8.80	8.75	8.76	-0.07
Benson & Hedges	2.53	2.39	2.60	2.64	2.61	2.51	2.42	2.39	2.35	2.40	2.37	2.43	0.06	2.40	2.40	2.38	2.39	-0.03
Merit	2.90	2.56	2.88	2.86	2.87	2.83	2.84	2.82	2.83	2.80	2.82	2.82	0.00	2.84	2.84	2.83	2.82	-0.02
Virginia Slims	2.91	2.65	2.91	2.87	2.88	2.84	2.84	2.83	2.83	2.82	2.83	2.85	0.02	2.85	2.84	2.83	2.83	-0.01
Parliament	0.53	0.52	0.56	0.55	0.56	0.57	0.57	0.57	0.55	0.59	0.55	0.59	0.04	0.56	0.56	0.56	0.57	0.00
Saratoga	0.12	0.11	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.11	0.10	0.11	0.01	0.10	0.10	0.10	0.10	0.00
Cambridge	2.25	1.94	1.84	1.85	1.82	1.80	1.84	1.86	1.94	1.89	1.84	1.80	-0.04	1.88	1.90	1.90	1.86	0.02
Alpine	0.52	0.44	0.43	0.42	0.41	0.41	0.41	0.40	0.40	0.41	0.39	0.39	0.00	0.41	0.40	0.40	0.40	-0.01
Bristol	0.63	0.30	0.22	0.20	0.21	0.19	0.18	0.17	0.17	0.17	0.17	0.17	0.00	0.18	0.17	0.17	0.17	-0.01
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.47	4.48	4.54	4.48	4.38	-0.10	4.49	4.49	4.48	4.47	-0.03
PM Private Label	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.49	1.49	1.51	1.49	-0.02	1.55	1.53	1.52	1.50	-0.09
R.J. Reynolds	33.58	31.87	29.46	28.99	28.57	28.40	28.54	28.82	28.97	28.87	28.78	28.64	-0.14	28.69	28.79	28.85	28.82	0.28
RJR Premium- Shr Prem	27.24	25.90	25.07	24.80	24.71	24.52	24.62	24.81	25.00	24.89	24.87	24.48	-0.39	24.77	24.88	24.90	24.81	0.19
RJR Discount- Shr Disc	43.78	42.65	38.53	37.71	36.74	36.87	37.06	37.53	37.41	37.52	37.37	37.84	0.47	37.18	37.27	37.43	37.53	0.47
Brown & Williamson	10.70	9.81	10.04	10.20	10.32	10.48	10.44	10.36	10.54	10.41	10.22	10.27	0.05	10.42	10.40	10.38	10.36	-0.08
B & W Premium- Shr Prem	6.99	6.18	6.15	6.12	6.01	6.07	6.14	6.04	6.08	6.08	6.00	6.00	0.00	6.10	6.09	6.07	6.04	-0.10
B & W Discount- Shr Disc	16.89	16.49	18.16	18.78	19.61	20.03	19.95	19.92	20.21	19.96	19.67	19.85	0.18	19.96	19.92	19.89	19.92	-0.03
Lorillard	5.73	5.38	6.40	6.32	6.30	6.28	6.40	6.42	6.36	6.46	6.40	6.48	0.08	6.39	6.41	6.41	6.42	0.02
Lorillard Premium- Shr Prem	9.20	8.14	9.05	8.89	8.77	8.75	8.86	8.86	8.84	8.90	8.77	8.91	0.14	8.85	8.86	8.85	8.86	0.00
Lorillard Discount- Shr Disc	0.09	0.36	0.93	0.94	1.03	0.98	1.00	1.09	1.04	1.11	1.14	1.07	-0.07	1.02	1.06	1.09	1.09	0.09
American Tobacco	5.92	5.50	6.28	6.29	6.20	6.15	6.15	6.12	6.17	6.16	6.05	6.11	0.06	6.14	6.15	6.11	6.12	-0.03
American Premium- Shr Prem	5.32	4.72	4.69	4.63	4.58	4.53	4.47	4.45	4.52	4.50	4.39	4.40	0.01	4.46	4.48	4.46	4.45	-0.02
American Discount- Shr Disc	6.97	6.95	9.62	9.78	9.68	9.66	9.88	9.83	9.75	9.83	9.77	9.98	0.21	9.85	9.84	9.74	9.83	-0.05
Liggett	2.31	1.82	2.02	1.95	1.94	1.89	1.86	1.84	1.92	1.73	1.93	1.78	-0.15	1.87	1.84	1.87	1.84	-0.02
Liggett Premium- Shr Prem	1.19	0.91	0.83	0.81	0.77	0.76	0.75	0.75	0.80	0.73	0.75	0.71	-0.04	0.77	0.76	0.76	0.75	0.00
Liggett Discount- Shr Disc	4.18	3.50	4.50	4.34	4.43	4.33	4.30	4.25	4.35	3.95	4.56	4.16	-0.40	4.31	4.22	4.31	4.25	-0.05

2062334941

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk ago	8/6	8/13	8/20	8/27	Diff vs. 4w ago
<b>PRIVATE LABEL</b>																		
PM PL	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.49	1.49	1.51	1.49	-0.02	1.55	1.53	1.52	1.50	-0.09
RJR PL	4.74	4.63	4.08	3.94	3.85	3.76	3.76	3.71	3.83	3.73	3.73	3.56	-0.17	3.79	3.78	3.79	3.71	-0.05
American PL	0.43	0.55	0.82	0.79	0.67	0.67	0.68	0.68	0.69	0.70	0.68	0.66	-0.02	0.69	0.69	0.68	0.68	0.00
Liggett PL	1.22	0.97	1.11	1.04	1.07	1.07	1.06	1.11	1.15	1.00	1.19	1.10	-0.09	1.08	1.07	1.11	1.11	0.05
Total PL	9.35	8.90	7.83	7.58	7.33	7.23	7.09	7.00	7.16	6.92	7.10	6.80	-0.30	7.11	7.07	7.09	7.00	-0.09
<b>PL Share of Segment</b>																		
PM PL	31.68	30.95	23.47	23.86	23.67	24.00	22.39	21.37	20.81	21.58	21.25	21.90	0.65	21.86	21.69	21.36	21.37	-1.02
RJR PL	50.72	52.01	51.93	51.92	52.55	51.95	53.04	53.06	53.48	53.88	52.50	52.34	-0.16	53.24	53.50	53.44	53.06	0.02
American PL	4.59	6.16	10.45	10.47	9.15	9.24	9.63	9.72	9.60	10.10	9.51	9.67	0.16	9.68	9.69	9.55	9.72	0.09
Liggett PL	13.01	10.88	14.15	13.75	14.63	14.80	14.94	15.85	16.11	14.44	16.74	16.10	-0.64	15.21	15.12	15.65	15.85	0.91
<b>BRANDED DISCOUNT</b>																		
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.47	4.48	4.54	4.48	4.38	-0.10	4.49	4.49	4.48	4.47	-0.03
Best Value	3.51	2.27	1.19	1.13	1.07	0.98	0.93	0.91	0.94	0.90	0.91	0.89	-0.02	0.92	0.92	0.92	0.91	-0.02
Monarch	2.81	2.43	2.03	2.06	1.91	1.94	1.89	1.86	1.87	1.81	1.83	1.93	0.10	1.87	1.83	1.84	1.86	-0.03
GPC	4.48	4.13	4.42	4.64	4.88	5.01	5.02	5.09	5.23	5.13	4.99	5.01	0.02	5.06	5.06	5.07	5.09	0.07
Raleigh Extra	0.65	0.63	0.46	0.43	0.40	0.39	0.33	0.27	0.30	0.25	0.27	0.25	-0.02	0.32	0.30	0.29	0.27	-0.06
Doral	4.27	4.86	4.68	4.53	4.36	4.45	4.54	4.82	4.76	4.88	4.72	4.91	0.19	4.61	4.68	4.73	4.82	0.28
Cambridge	2.26	1.84	1.84	1.85	1.82	1.80	1.84	1.88	1.94	1.89	1.84	1.80	-0.04	1.88	1.90	1.90	1.86	0.02
Viceroy	1.05	0.93	0.95	0.93	0.91	0.89	0.83	0.81	0.81	0.81	0.80	0.83	0.03	0.81	0.81	0.81	0.81	-0.02
Misty	0.88	0.83	1.03	1.03	1.05	1.06	1.09	1.09	1.08	1.08	1.07	1.13	0.06	1.08	1.08	1.08	1.09	0.00
Montclair	0.93	0.83	1.14	1.20	1.25	1.22	1.22	1.21	1.24	1.21	1.20	1.20	0.00	1.21	1.22	1.21	1.21	-0.01
Alpine	0.52	0.44	0.43	0.42	0.41	0.41	0.41	0.40	0.40	0.41	0.39	0.39	0.00	0.41	0.40	0.40	0.40	-0.01
Old Gold	0.15	0.16	0.31	0.31	0.33	0.32	0.32	0.34	0.33	0.35	0.35	0.34	-0.01	0.32	0.33	0.34	0.34	0.02
Sterling	0.55	0.53	0.21	0.19	0.18	0.16	0.14	0.13	0.15	0.13	0.13	0.13	0.00	0.15	0.14	0.14	0.13	-0.01
Bristol	0.53	0.30	0.22	0.20	0.21	0.19	0.18	0.17	0.17	0.17	0.17	0.17	0.00	0.18	0.17	0.17	0.17	-0.01
Magna	0.41	0.39	0.19	0.17	0.16	0.17	0.15	0.14	0.15	0.14	0.13	0.13	0.00	0.15	0.15	0.14	0.14	-0.01
Pyramid	0.21	0.15	0.16	0.15	0.13	0.10	0.09	0.08	0.08	0.09	0.08	0.08	0.00	0.09	0.09	0.08	0.08	-0.01
Riviera	0.12	0.09	0.04	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.00	0.03	0.03	0.02	0.02	-0.01
Bucks	0.11	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.04	0.00	0.05	0.04	0.04	0.04	0.00
American F/Lts	0.08	0.06	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Covington	0.00	0.00	0.04	0.03	0.03	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	-0.02
A/O Branded Discount	0.73	0.56	0.57	0.54	0.53	0.52	0.46	0.43	0.44	0.42	0.41	0.38	-0.03	0.45	0.44	0.45	0.43	-0.03
Total Branded Discount	28.36	26.41	24.67	24.67	24.46	24.39	24.08	24.19	24.49	24.32	23.89	24.07	0.18	24.14	24.14	24.16	24.19	0.11
Basic Share of Discount	10.60	14.00	14.23	14.58	14.75	14.60	14.44	14.33	14.17	14.52	14.46	14.18	-0.28	14.38	14.40	14.35	14.33	-0.11
Total Discount Category	37.70	35.31	32.49	32.25	31.79	31.63	31.17	31.19	31.64	31.24	30.99	30.87	-0.12	31.25	31.22	31.25	31.19	0.02

2062334942

Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk ago	8/6	8/13	8/20	8/27	Diff vs. 4w ago
Marlboro	22.04	26.63	27.39	27.90	28.48	28.85	29.01	29.05	28.60	28.90	29.30	29.44	0.14	28.92	28.88	28.94	29.05	0.04
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.63	1.11	0.55	0.27	0.33	0.30	0.23	0.20	-0.03	0.44	0.38	0.31	0.27	-0.28
Winston	5.61	8.10	5.97	5.80	5.86	5.94	6.11	6.13	6.14	6.14	6.22	6.03	-0.19	6.15	6.18	6.18	6.13	0.02
Winston Select	0.43	0.58	0.92	0.84	0.92	1.02	1.23	1.26	1.23	1.28	1.28	1.25	-0.03	1.25	1.28	1.27	1.26	0.03
Winston Select Lights	0.00	0.07	0.54	0.47	0.51	0.56	0.66	0.69	0.66	0.70	0.69	0.70	0.01	0.68	0.69	0.68	0.69	0.03
GPC	4.48	4.13	4.42	4.64	4.88	5.01	5.02	5.09	5.23	5.13	4.99	5.01	0.02	5.06	5.06	5.07	5.09	0.07
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.47	4.48	4.54	4.48	4.38	-0.10	4.49	4.49	4.48	4.47	-0.03
Doral	4.27	4.66	4.66	4.53	4.36	4.45	4.54	4.82	4.76	4.88	4.72	4.91	0.19	4.61	4.68	4.73	4.82	0.28
Camel	3.82	3.88	4.25	4.38	4.41	4.31	4.36	4.45	4.44	4.47	4.42	4.46	0.04	4.40	4.44	4.43	4.45	0.09
Camel Filters	3.08	3.21	3.61	3.74	3.76	3.66	3.70	3.80	3.79	3.82	3.76	3.81	0.05	3.75	3.78	3.77	3.80	0.10
Camel Special Lights	0.08	0.50	0.55	0.62	0.60	0.53	0.49	0.48	0.48	0.50	0.47	0.48	0.01	0.49	0.49	0.48	0.48	-0.01
Camel Non-Filter	0.74	0.67	0.64	0.64	0.65	0.65	0.66	0.65	0.65	0.65	0.66	0.64	-0.02	0.66	0.66	0.66	0.65	-0.01
Salem	4.22	3.91	3.96	3.92	3.91	3.88	3.88	3.88	3.88	3.88	3.90	3.87	-0.03	3.88	3.88	3.89	3.88	0.00
Newport	3.24	3.17	3.90	3.84	3.84	3.87	4.01	3.97	3.93	3.99	3.94	4.02	0.08	3.98	3.98	3.97	3.97	-0.04
Kool	3.27	3.01	3.09	3.11	3.07	3.13	3.19	3.12	3.14	3.16	3.10	3.08	-0.02	3.16	3.16	3.15	3.12	-0.07
Virginia Slims	2.91	2.85	2.91	2.87	2.88	2.84	2.84	2.83	2.83	2.82	2.83	2.85	0.02	2.85	2.84	2.83	2.83	-0.01
Merit	2.90	2.56	2.88	2.86	2.87	2.83	2.84	2.82	2.83	2.80	2.82	2.82	0.00	2.84	2.84	2.83	2.82	-0.02
Benson & Hedges	2.53	2.39	2.60	2.64	2.61	2.51	2.42	2.39	2.35	2.40	2.37	2.43	0.06	2.40	2.40	2.38	2.39	-0.03
Monarch	2.81	2.43	2.03	2.06	1.91	1.94	1.89	1.86	1.87	1.81	1.83	1.93	0.10	1.87	1.83	1.84	1.86	-0.03
Cambridge	2.26	1.84	1.84	1.85	1.82	1.80	1.84	1.86	1.84	1.89	1.84	1.80	-0.04	1.88	1.90	1.90	1.88	0.02
Vantage	1.72	1.49	1.45	1.40	1.42	1.38	1.36	1.37	1.38	1.40	1.37	1.33	-0.04	1.38	1.38	1.38	1.37	0.01
Carlton	1.38	1.32	1.39	1.39	1.38	1.36	1.33	1.33	1.33	1.35	1.32	1.33	0.01	1.33	1.33	1.33	1.33	0.00
Montclair	0.83	0.83	1.14	1.20	1.25	1.22	1.22	1.21	1.24	1.21	1.20	1.20	0.00	1.21	1.22	1.21	1.21	-0.01
Best Value	3.51	2.27	1.19	1.13	1.07	0.98	0.93	0.91	0.94	0.90	0.91	0.89	-0.02	0.92	0.92	0.92	0.91	-0.02
Pall Mall	1.17	1.06	1.09	1.07	1.07	1.07	1.08	1.06	1.08	1.08	1.05	1.04	-0.01	1.07	1.07	1.07	1.06	-0.02
Misty	0.88	0.83	1.03	1.03	1.05	1.06	1.09	1.09	1.08	1.08	1.07	1.13	0.06	1.08	1.08	1.08	1.09	0.00
Kent	1.28	1.15	1.07	1.05	1.01	1.00	1.01	1.02	1.01	1.03	1.02	1.04	0.02	1.02	1.02	1.01	1.02	0.01
Viceroy	1.05	0.93	0.95	0.93	0.91	0.89	0.83	0.81	0.81	0.81	0.80	0.83	0.03	0.81	0.81	0.81	0.81	-0.02
Capri	0.58	0.58	0.69	0.69	0.69	0.69	0.70	0.71	0.70	0.70	0.70	0.74	0.04	0.70	0.70	0.70	0.71	0.01
Now	0.80	0.88	0.88	0.85	0.84	0.82	0.82	0.82	0.82	0.81	0.83	0.82	-0.01	0.82	0.82	0.82	0.82	0.00
More	0.70	0.64	0.61	0.60	0.60	0.60	0.58	0.58	0.59	0.58	0.59	0.58	-0.01	0.59	0.59	0.59	0.58	0.00

\* Top 25 is Based on All Outlets Combined.

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Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 8/27/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	8/6	8/13	8/20	8/27	Diff vs. wk-ago	8/6	8/13	8/20	8/27	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.64	46.12	46.54	46.67	46.47	46.31	45.91	46.26	46.49	46.61	0.12	46.36	46.29	46.26	46.31	-0.16
PM Premium	31.00	34.90	36.50	36.98	37.52	37.76	37.84	37.79	37.31	37.64	37.98	38.25	0.27	37.73	37.66	37.67	37.79	-0.05
PM Discount	10.51	10.56	9.12	9.11	9.00	8.90	8.82	8.49	8.58	8.58	8.47	8.32	-0.15	8.61	8.60	8.56	8.49	-0.13
PM Branded Discount	7.55	7.81	7.29	7.30	7.27	7.17	7.04	7.00	7.09	7.09	6.96	6.83	-0.13	7.05	7.07	7.05	7.00	-0.04
PM Private Label	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.49	1.49	1.51	1.49	-0.02	1.55	1.53	1.52	1.50	-0.09
PM Assorted Promo	0.11	0.03	0.02	0.03	0.01	0.01	0.02	0.03	0.02	0.04	0.04	0.04	0.00	0.01	0.02	0.03	0.03	0.01
R.J. Reynolds	33.58	31.87	29.48	28.99	28.57	28.40	28.54	28.82	28.97	28.87	28.78	28.64	-0.14	28.69	28.79	28.85	28.82	0.28
RJR Premium	16.88	16.72	16.89	16.76	16.83	16.74	16.92	17.04	17.06	17.08	17.13	16.89	-0.24	17.00	17.08	17.08	17.04	0.12
RJR Discount	16.51	15.06	12.52	12.16	11.68	11.60	11.55	11.71	11.84	11.72	11.58	11.68	0.10	11.62	11.64	11.70	11.71	0.16
RJR Branded Discount	11.77	10.43	8.45	8.23	7.83	7.84	7.79	7.99	8.01	7.99	7.86	8.12	0.26	7.83	7.85	7.91	7.99	0.20
RJR Private Label	4.74	4.63	4.06	3.94	3.85	3.76	3.76	3.71	3.83	3.73	3.73	3.56	-0.17	3.79	3.78	3.79	3.71	-0.05
RJR Assorted Promo	0.20	0.09	0.04	0.07	0.06	0.06	0.07	0.07	0.08	0.06	0.07	0.07	0.00	0.07	0.07	0.07	0.07	0.00
Brown & Williamson	10.70	9.81	10.04	10.20	10.32	10.48	10.44	10.36	10.54	10.41	10.22	10.27	0.05	10.42	10.40	10.38	10.36	-0.08
B & W Premium	4.33	3.99	4.14	4.14	4.09	4.14	4.22	4.15	4.15	4.17	4.13	4.14	0.01	4.18	4.18	4.17	4.15	-0.07
B & W Discount	6.37	5.82	5.90	6.06	6.23	6.33	6.22	6.21	6.39	6.23	6.10	6.13	0.03	6.24	6.22	6.22	6.21	-0.01
Lorillard	5.73	5.38	6.40	6.32	6.30	6.28	6.40	6.42	6.36	6.46	6.40	6.48	0.08	6.39	6.41	6.41	6.42	0.02
Lorillard Premium	5.70	5.25	6.10	6.01	5.97	5.97	6.09	6.08	6.03	6.11	6.04	6.15	0.11	6.07	6.08	6.07	6.08	-0.01
Lorillard Discount	0.03	0.13	0.30	0.30	0.33	0.31	0.31	0.34	0.33	0.35	0.35	0.33	-0.02	0.32	0.33	0.34	0.34	0.03
American Tobacco	5.92	5.50	6.28	6.29	6.20	6.15	6.15	6.12	6.17	6.16	6.05	6.11	0.06	6.14	6.15	6.11	6.12	-0.03
American Premium	3.29	3.04	3.16	3.13	3.12	3.10	3.07	3.06	3.09	3.09	3.03	3.03	0.00	3.06	3.08	3.06	3.06	-0.01
American Discount	2.63	2.45	3.12	3.15	3.08	3.05	3.08	3.07	3.08	3.07	3.03	3.08	0.05	3.08	3.07	3.05	3.07	-0.01
Amer Branded Discount	2.20	1.91	2.31	2.36	2.41	2.39	2.40	2.39	2.40	2.37	2.35	2.42	0.07	2.39	2.38	2.37	2.39	-0.01
Amer Private Label	0.43	0.55	0.82	0.79	0.67	0.67	0.68	0.68	0.69	0.70	0.68	0.66	-0.02	0.69	0.69	0.68	0.68	0.00
Liggett	2.31	1.82	2.02	1.95	1.94	1.89	1.86	1.84	1.92	1.73	1.93	1.78	-0.15	1.87	1.84	1.87	1.84	-0.02
Liggett Premium	0.74	0.69	0.56	0.55	0.53	0.52	0.52	0.51	0.55	0.50	0.52	0.49	-0.03	0.53	0.52	0.52	0.51	-0.01
Liggett Discount	1.57	1.24	1.46	1.40	1.41	1.37	1.34	1.33	1.38	1.23	1.41	1.28	-0.13	1.35	1.32	1.35	1.33	-0.01
Lig Branded Discount	0.36	0.27	0.35	0.36	0.34	0.30	0.28	0.22	0.22	0.24	0.22	0.19	-0.03	0.27	0.25	0.24	0.22	-0.06
Lig Private Label	1.22	0.97	1.11	1.04	1.07	1.07	1.06	1.11	1.15	1.00	1.19	1.10	-0.09	1.08	1.07	1.11	1.11	0.05
A/O Co.-International	0.13	0.12	0.16	0.15	0.14	0.14	0.14	0.12	0.13	0.12	0.12	0.11	-0.01	0.13	0.13	0.12	0.12	-0.02

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Source: Nielsen Integrated Panel.